1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   a. **Tags (Lost to EINS, Will revert after reading the email)**
   b. **Lead Source (Welingak Website)**
   c. **What is your current occupation (Working Professional)**

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?
   a. **Tags_Lost to EINS**
   b. **Tags_Will revert after reading the email**
   c. **Lead Source_Welingak Website**

3. X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.
   a. **A good strategy would be to reduce the optimal cutoff point of the model (which is currently at 0.3) to around 0.2.**
   b. **This will increase the number of potential leads and the sales interns can spend more time making phone calls in order to convert them to customers.**

4. Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company's aim is to not make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.
   a. **At this stage, the company should employ a strategy where the optimal cutoff point of the model is increased to around 0.8.**
   b. **This will generate a list of potential leads with a very high lead score.**
   c. **These identified 'Hot Leads" have the highest potential of getting converted into customers and the sales team can only concentrate on the 'Hot Leads'.**
   d. **Consequently, the strategy also ensures that useless phone calls are minimized.**